LaSalle College Montréal

Social Media Strategy

LEARN MORE

Duration	**Schedule**	**Languages of Instruction**	**Method of Instruction**
18 months (3 semesters, 900 hours)	Full-time Daytime	English, French	On campus

Use your creativity to grab attention. Learn to manage a marketing strategy for communication on social media and write captivating, catchy text to engage the online community. With LaSalle College Montréal's ACS in Social Media Strategy, you will adopt the best practices and modern advertising trends while creating innovative campaigns.

Career Prospects and Career Fields

According to Job Bank, employment projections for Social Media Community Managers show an increase in growth and many new positions created.

- Community Manager,
- Community Manager and Digital Content Creator,
- Digital Communications Specialist,
- Social Media and Content Creation Specialist,
- Communications and Social Media Specialist,
- Social Media Manager,
- Community Manager and Digital Communications Specialist,
- Content Creator,
- Digital Marketing Coordinator,
- Social Media and Web Communications Manager,
- Communications and Social Media Manager,
- Social Media and Web Content Coordinator,
- Social Media Marketer,
- Web Strategist,
- Social Media Strategist.

Diploma and Accreditation

This Attestation of College Studies (ACS) is approved by the ministère de l'Enseignement supérieur of Québec and is internationally recognized. ACS programs are part of continuing education and destined primarily for adults seeking to add value to their skill set or reorient their career.

A student without a Certificate of eligibility (CEO) who begins an ACS program in English will be required to demonstrate sufficient knowledge of French, as defined by the regulations of the Ministère de la Langue française, in order to graduate.

Montréal
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Laval
1595 Daniel-Johnson Blvd. Suite 200 - 514 939-2006

Admissions Criteria

Exceptions to these admission criteria may be applied. Every application is reviewed by the College. To be eligible for acceptance into an ACS program, applicants are generally required to meet one of the following criteria:

- Have interrupted their full-time studies for at least two (2) consecutive semesters or one (1) full school year; or
- Have followed post-secondary studies for a period of at least one (1) year; or
- Have a Secondary School Diploma (SSD) or a Diploma of Vocational Studies (DVS), and the program allows them to receive a technical training that is not available in a DCS program; or
- Have an equivalent education or an instruction deemed sufficient and meet the admission criteria set for college studies.

List of Courses

ACS programs are based on DCS program curricula, but do not have general education courses like French, English, or Philosophy.

Concentration Courses

Course	Hours
Writing for Web	(60h)
Web Communication Strategies	(60h)
Web Strategy	(45h)
Digital Graphic Design	(60h)
Web Project Management	(60h)
Social Media Planning	(75h)
Optimizing Social Media	(75h)
Interacting with an Online Community	(75h)
Internship	(390h)

* The College reserves the right to substitute certain courses.

For this program, you'll need to use your own computer equipment.

SEE REQUIREMENTS